

**Solar America Initiative  
Technology Acceptance Technical Exchange Meeting  
San Francisco, CA  
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**Market Expansion Breakout Group D**

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**Priority: What are the biggest new opportunities or current activities that we should support? What are the biggest cost-competitive solar applications?**

- High-visibility installations are an important opportunity:
  - Federal sector installations.
  - Capitol Building, White House.
  - Capitalize on marketing opportunities.
- Federal attention for State Renewable Portfolio Standards/incentive programs is important.
- Create an education and outreach program to leverage ongoing work.
- Local organization collaborations are an important opportunity and should be supported.
- Promotion of solar by the federal government is important.
  - Increased government support during public events (speeches, photo-ops).
- A wide focus of marketing efforts on many groups is needed.
- Schools and education are key.
- Educate the finance industry on solar/renewables (Realtors/Builders).
- Suggestion: a Pilot Program to buy down interest rates.
- Natural disasters/preparation should be emphasized:
  - Possible roles include:
    - Mitigation
    - Recovery
    - Rebuilding
  - Work with local/state governments for solar implementation.
  - Provide technical assistance to ascertain the roles of solar power.
- Power Purchasing Agreements/Performance-Based Incentives need more coordination/education for:
  - Utilities
  - Financial entities
  - Nonprofits
- Look to existing renewable Power Purchasing Agreements for models/best practices.
- Incentivize long-term performance.
- Renewable Energy Credits on National levels (Nation-wide rollout for REGIS system)

- Market for trading
  - Technical support to Renewable Energy Credit markets
- Insurance/Finance education is important.
- Technical assistance to promote solar is important.
- Supporting the domestic industry is important.
- Net-Metering/Interconnection issues are important.
- Leverage other Federal government agencies to help promote solar.
- Incentivize long-term performance
- Look for “deeper pockets.”

**Implementation: Wide vs. Deep—what is the appropriate level of technical assistance effort? What are the appropriate subject areas for technical assistance? What is the best way to engage Building community? What is the best way to engage Utilities?**

- Proportional funding across states.
- Focus all resources in California/ New Jersey/ other states with good foundations and incentives.
- Triage the States where the resources can have the biggest impacts.
- Federal matching programs to support solar.
- Target the areas that are expected to grow in population.
  - Focus on distributed generation/utility hybrid.
  - Interconnection standards are important.
- Look to existing groups:
  - Green Building organizations.
  - Leader in Energy and Environmental Design organizations.
- Leverage government agencies such as the Department of Defense, the Department of Homeland Security, the Environmental Protection Agency, etc.
- Implement an education program for ancillary industries: builders, architects, realtors, financiers, etc.
- Make solar “standard” and not “optional” on new construction.

### **Solar America City Program Discussion**

- Do not model this program on “nuke-free locations.”
- Cities could compete and be ranked based on kWh per capita.
- Capture all of the benefits of solar: public health, oil use reduction, environmental, social.
- Support and promote leading-edge communities.
- Designation is nice, but it might be better if the Department of Energy helps communities achieve Solar America Initiative goals at the local level.
- Avoid “winners” and “losers.”
- Create a methodology for cities/regions to achieve goals.
- The Census Bureau could assist in this program.